

Press release — April 2, 2025

---

**AdVini fortifies its Executive Committee with the appointment of Vincent Palmier as Chief Administrative and Financial Officer and Vincent Rameau as Chief Sales, Marketing and Innovation Officer**

*Saint-Félix-de-Lodez – April 2, 2025 – AdVini, an international wine group in France and South Africa, announced a newly strengthened Executive Committee with the recent appointment of Vincent Palmier as Chief Administrative and Financial Officer and Vincent Rameau as Chief Sales, Marketing and Innovation Officer.*



**Vincent Palmier** joined AdVini's Executive Committee on December 17, 2024 as Chief Administrative and Financial Officer.

With over 35 years' experience in international business finance in France and abroad, together with the management of complex business units, including at Michelin Group, Vincent Palmier brings AdVini priceless expertise in financial strategy, performance optimization and international development.

*"Vincent is a true business partner and excels equally in business management from every angle, general accounting and cash flow, and has extensive operational experience in both subsidiary and holding environments. His results-driven approach and personal qualities, above all, are valuable assets for AdVini," said Antoine Leccia, CEO of AdVini and Chair of its Board of Directors.*

*"The most rewarding years of my career have been at a family business, so I decided to join AdVini out of deep personal conviction. I deeply believe in governance based on a sustainable shareholding structure. "Such a structure ensures a clear strategic vision and powerful values that are shared across the entire Group," said Vincent Palmier, AdVini's Chief Administrative and Financial Officer.*

Press release — April 2, 2025

---



**Vincent Rameau** joined AdVini's Executive Committee on February 17, 2025 as Chief Sales, Marketing and Innovation Officer.

Vincent Rameau has over 25 years' experience, including 15 years abroad in Asia and Europe, in sales development and executive roles at Mars Petcare and later the Coca Cola Company. His role will be to drive growth and wine sales at AdVini by contributing extensive expertise in operational marketing, route-to-market optimization and innovation processes.

*"The appointment of Vincent Rameau is fully justified by his proven strategic vision, acquired over the course of a rich international career. His experience in accelerating growth and reviving markets is a major asset. Agile and approachable, Vincent enjoys a challenge and knows how to reinvent himself. These qualities are essential to pursuing AdVini's objectives,"* declared Antoine Leccia, CEO of AdVini and Chair of its Board of Directors.

*"I joined AdVini to reconnect directly with customers and for the entrepreneurial spirit I felt here. I was drawn by the company's ambitious business project in a challenging market for wine. For me, joining a group with solid principles and values was essential. AdVini's efforts in terms of sustainability and integration echo my own values,"* said Vincent Rameau, Chief Sales, Marketing and Innovation Officer.

Press release — April 2, 2025

---

### **About Advini**

Founded in 1872, Advini is an international wine group driven by family spirit, visionary, people-focused shareholders, and incredible entrepreneurship. For over 150 years, Advini has embraced all trades in the wine industry. A winemaker, producer, supply chain expert and operator, and worldwide distributor, Advini carries forth excellent savoir-faire and winegrowing tradition by sharing its passion for wine with its partners and promoting its defining mosaic of terroirs and traditions.

Deeply rooted in major vineyards in France and South Africa, Advini cultivates the independence of its properties and estates, which work together to achieve a common goal: “Work daily, united in diversity, to bring out the best in our vineyards and people”.

Advini is resolutely committed to the sustainability of its activities and strives daily to reduce their impact, both in the vineyard, where it is leading an agroecological transition, and at production sites, where careful attention is given to water use, energy efficiency and green design techniques in winemaking.

### **Press contact**

Chloé Perinet  
Communications Manager  
[chloe.perinet@advini.com](mailto:chloe.perinet@advini.com)